



MEN!

**THIS
Style Book
64 Samples
FREE!**

We guarantee to fit you from the measurements you send us, and please you in every respect. You take no risk whatsoever.

WRITE FOR THIS STYLE BOOK AND SAMPLES TONIGHT.
It costs you nothing, obligates you to nothing—yet positively shows you how you can enjoy the luxury of made-to-measure clothes in latest New York styles, and yet save many dollars.

Bell Tailors of New York, Dept. X, 147 Walker St., New York

**\$20 Suit \$13.50
or Overcoat**

Made to Measure

YOU can "dress up" in the smartest New York made-to-measure clothes, and yet save a third of your clothes money.

For thirty-five years we've made clothes for thousands of the best dressed men all over the country. Our customers include hundreds of business men who can afford to spend more, but don't, because they find all they want in our clothes at our prices.

Maker to Wearer

We have no salesmen, no agents of any sort. We deal direct with you through our big, handsome catalog which shows you all the latest New York styles, and submits 64 samples of fine woolsens. We also send our self-measuring outfit, with which anyone can measure you as expertly as any tailor.

**HOLEPROOF
HOSIERY**

**Thousands of Tributes
To Holeproof's Double-Service**

NEARLY every mail brings us (unsolicited) letters that tell how Holeproof Hosiery wears months longer than other hose. Holeproof double-service has been proved by millions of pairs.

A California woman writes that she scarcely knows what darning is, because her family of five have worn Holeproof Hosiery eight years.

A New England manufacturer wore a dozen pairs for two years and only three required mending.

A U. S. Naval officer, a Kansas farmer's wife, a Palm Beach society matron, and an Illinois banker all write how Holeproof saves them money and hosiery troubles.

But this is merely what millions regularly experience with Holeproof. Why be content with ordinary standards of wear when your money will buy about double in Holeproof?

**Men's, 25c Per Pair and Up
Women's and Children's, 35c and Up**

If your dealer can't supply these famous hose, we'll ship direct, charges paid. Write for interesting booklet free.
**HOLEPROOF HOSIERY CO., Milwaukee, Wis.
LIVERPOOL, ENGLAND LONDON, CANADA**



***Are You a Good Advertisement
for Yourself?***

TWO men whom I know tried this experiment: They dressed themselves in their best clothes and went to a prominent New York hotel for dinner.

The head waiter received them deferentially; the waiter hurried to take their order; they received the very best that the hotel affords in food and service. And as they passed out the captain helped them on with their coats and expressed the hope that they would come again.

A few nights later they put on shabby clothes, old shoes, tattered shirts and neckties, and went back to the same dining-room.

Their entrance created a mild sensation. Nobody came forward to show them to a table. They were left to find a place for themselves. The waiter seemed oblivious of their presence. After they had waited fifteen or twenty minutes he came up sulkily, threw a menu card in front of them, and took their order, eyeing them suspiciously all the while.

When they came to pay their checks and he saw that they had real money, his manner changed a little, but not much.

From first to last their experience was thoroughly unpleasant.

They were the same men who had been there a few nights before. Morally, financially, humanly, there had been no change in them. But nobody recognized them as the same men.

Neither their characters nor their money could gain the respect that had been eagerly accorded them because of their good clothes.

A few months ago I quoted the investigation which was made by Dr. G. Stanley Hall and one of his associates on the psychology of dress.

A series of questions were sent to one hundred and seventy young people. One of the questions was:

How are you affected by the dress of others? Does it affect your estimate of them?

To this they answered:

As a rule I like to have people well dressed. I judge character by the style of apparel. I often form hasty judgments of people, basing the judgment on their dress.

Every one of these one hundred and seventy young people testified that when they *looked* successful they found it easy to *feel* and *act* successful. When they felt shabby their ability to deal successfully with other men and women took a decided drop.

When they were poorly dressed, they shrank from facing other people; they felt themselves at a disadvantage; they instinctively met other men on terms of inequality when they ought to have met them on terms of equality.

Advertising men have discovered that an advertisement that is properly dressed—that is, one that is pleasing to the eye—will sell almost twice as much goods as another advertisement that may present the same goods in the same words, but in an unattractive manner.

That is to say, the well dressed advertisement does its work in the world with half the effort required by the other.

Every man of us in business has something to sell.

Our services, or our ideas, or our goods.

Some of us wonder why other men "deliver the goods" with so much less effort.

One reason is that they appear successful, and men take them at their face value.

A good question to ask yourself occasionally is: *Do I look as good as I really am?*

What kind of an advertisement am I for myself?

Bruce Barton, Editor.